

The whole procedure can be outlined in the form of this chart:

TABLE OF ELIGIBILITY

SIRE	DAM	FEMALE OFFSPRING	MALE OFFSPRING	FRACTION
Purebred	Purebred	Recordable	Recordable	1/2
Purebred	1/2	Recordable	Recordable	1/2
Purebred	3/4	Recordable	Recordable	3/4
Purebred	7/8	Registerable	Recordable	7/8
Purebred		Registerable	Registerable	15/16

Now that you have studied this chart and read how much money Joe Doe made, the first thing everyone of you will probably do is go to the pasture and see if your cattle could work in this programme. After thinking it over, your next step is to contact the secretary-manager, Bert Pepper, of the C.S.A. to come and inspect your cows and see if they qualify for the program and under what percentage they can be recorded.

This is a very simple and inexpensive program to get involved in for the amount of added income and experience you can receive from belonging to the C.S.A.

I have explained only one opportunity, but there are many more that you can receive from this program.

By belonging to an association such as the C.S.A., you can increase your cattle

knowledge mainly by meeting more people across Canada through shows, sales, field days, etc. Many of you have ideas that could help our breed of cattle and our association become one of the most progressive and sought after in North America today. Wouldn't it be great to belong to such an organization.

There are many more opportunities to be obtained, too numerous to mention, that you can create for yourself by getting involved in this graded up program.

After having read this article, I hope I have started those wheels turning and provided you with the motivation needed to turn those days on the farm to even more profitable ones than they are already.

Those Shorthorn cows can do it all for you, cattle people. Just give them a fair chance and the right bull.

CANADIAN SHORTHORNS AT THE CENTENNIAL AND SESQUI-CENTENNIAL EXPOSITIONS

by
Wayne C. Neely
Frederick, Maryland

Research¹ in official reports of the 1876 Centennial Exhibition and the 1926 Sesqui-Centennial Exposition and in livestock journals of the day reveals the success of Canadian Shorthorn breeders at these international events. Both held in Philadelphia, these "world's fairs" include mammoth livestock shows, with Shorthorns leading the beef breeds.

September 21—October 4, the dates set aside for the 1876 Centennial Cattle show, saw "actually on the grounds" 96 Shorthorns, 33 Herefords, 21 Devons, 149 Jerseys, 57 Ayrshires, and a scattering of others—Galloways, Holsteins, Guernseys, etc., and 13 fat cattle, 18 work oxen, and four buffaloes. Canada sent sizable contingents of cattle, and also horses and sheep, all selected by a committee appointed by the Canadian Centennial Commission.

The official report of the show lists six Shorthorn exhibitors from Canada, along with eight from the States and one from England. The Canadians, all from Ontario, were J. & R. Hunter, Alma; William J. Miller, Atha; Satchell Bros., Ottawa; James Russell, Richmond Hill; W. B. Telfer, Ponsonby; and Thomas Boak, Hornby. The Dominion of Canada is also listed as showing a herd (a bull and four cows), apparently composed of animals not otherwise named. All told, about a third of the Shorthorns shown were from Canada.

Cattle awards were made by a committee of 13 American and two foreign judges. The familiar system of ranking 1-2-3-4 in each age and group class was superseded by one in which entries were "examined" and evaluated by one of the judges, whose report was then countersigned by at least a majority of the others. No champions were named, and, except for private supplements to official awards, no money prizes offered.²

Awards consisted of (1) General Reports on breed characteristics, (2) Special Reports on individual animals and herds, and (3) a "diploma" and a bronze medal for each "worthy" exhibit. Grades of excellence were recognized in the Special Reports, "indicated by the language employed in making the reports." The highest rating went to any "animal that in excellence of form, quality, and useful characteristics should be in all respects entitled to rank as a first-class specimen of the breed." In similar language, animals of the second level of quality were pronounced "superior," and those of the third level "excellent." Apparently, only some 40 Shorthorns qualified for one of these designations. This system was applauded editorially by the *National Livestock Journal* for reducing interbreed enmity and according equal recognition to animals of equal merit, but was criticized by some as letting judges off the hook of making hard decisions.

In any case, the Canadians fared well. Of the Shorthorns listed by name in the official report, six Canadian animals plus

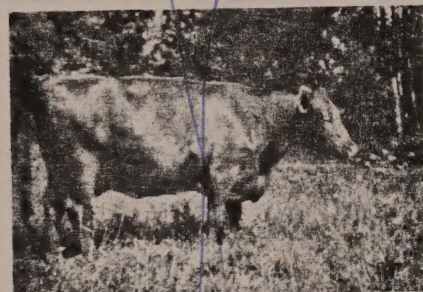
Be "DAM" Sure!!

A message to herd bull buyers:—

Your herd bull must sire heifers that will surpass their dams in the production of growthy, quality offspring. To ensure there will be an improvement in your replacement heifers, select your herd bull from a dam that is capable of such improvement. Samples of "DAM" POWER!!



Ridgewood Toria Mae — Dam of Green Row Everlasting — "now at Western Ontario Breeders, Woodstock, Ont., and Green Row Golden Crown, adj. yearling wt. — 1,181 lbs. Owned by Bodmin Ltd.



Betty Rosette Ada — Dam of Green Row Friendly Giant — now owned by Ceresmore Farms, Bowmanville, Ont., and Green Row Good Times, adj. yearling wt. — 1,153 lbs.



Merrittview Spotty — Dam of Green Row Dominator — owned by Gerald & Grant Alexander, Goodwater, Sask. And Green Row Frosty Farmer — now owned by Joe Steeves & Sons, Hillsboro, N.B.

GREEN ROW FARM

Don't Drive By, Drive In

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the Dominion herd are called "first-class," and about a dozen "superior." The Hunters had two animals and their herd rated "first-class," three rated "superior," all animals bred by themselves. Boak's "first-class" bull and Telfer's "first-class" cow were both imported, as was Russell's "superior" bull. A Russell cow, Isabella, designated in the official report as "superior," became the progenitress of a long line of descendents, two of which, Centennial Isabellas 25th and 30th, were exhibited to high prizes by J. & W. Russell at the Columbian Exposition at Chicago in 1893.²

At the 1926 Sesqui-Centennial, approximately 150 Shorthorns, 30 Polled Shorthorns, and 85 Milking Shorthorns showed in separate divisions. Only T. A. Russell, Downsview, Ontario, represented Canada, though Professor H. Barton, Montreal, judged Milking Shorthorns. The usual 1-2-3-4 ranking system was used throughout.

Most of the leading American show herds appeared full strength, but Mr. Russell, an outstanding Shorthorn breeder and exhibitor of his day, easily held his own. Showing cattle mostly of his own breeding, he won two firsts on individuals, first on Young Herd and on Get-of-Sire (Matchless Dale), and the female junior championship on Flower Girl 18th, also grand champion that year at both the Canadian National and the Royal Winter Fair.

Logistical and management problems plagued both shows: e.g., conflicting dates, hazards of long distance shipping, and inadequate stabling facilities. In 1876, livestock was housed in dreary abandoned railway stockyards, its pens unsuited for proper display, and removed from the rest of the Exhibition; 25 cents additional fee was charged despite prior promises of free admission. On the other hand, "comfortable quarters" were said to be had for \$8-\$10 a week for "good room and board" by any visitor "accustomed to look out for himself in a strange place," the Exhibition popularized lager beer, admissions topped 8,000,000, and 39 foreign countries sent exhibits.

The 1926 Exposition, built on a South

Philadelphia swamp, drew smaller than expected crowds and closed in debt. Only minimal accommodations were provided for livestock; the 1,400 cattle were stalled in tents and judging proceeded under the open sky.⁴ But the new Philadelphia Municipal Stadium, scene of Army-Navy football games and other athletic and cultural events, rose on the site, inaugurated, incidentally, by the famous Dempsey-Tunney fight. And after prodding by the livestock associations and the "borrowing" of B. H. Heide, Manager of the International Livestock Exposition, to run the livestock show, all of it concentrated in one week instead of spread over eight as in 1876, one of the major events in American animal husbandry was staged.

¹ Sources are neither so complete nor so precise as one wishes. This article, however, is based almost wholly on official reports and contemporary journal accounts.

² The Pennsylvania Agricultural Society, e.g., offered a prize of \$100 for the best Shorthorn herd.

³ In 1876 and following years, dozens of Shorthorns named Centennial, alone or combined (e.g., Centennial Duke, Centennial Lady, etc.), were recorded in both American and Dominion herd books. The name persisted in several family lines, notably the Centennial Isabellas; they were recorded by the Russells up to the 93rd as late as 1912, and by others into the 1920's. (The Russells, however, first used the name only in 1894; they simply began adding Centennial to the numbers of the Isabellas.) The cow Isabella is credited in some Shorthorn literature with winning the championship at the Centennial. However, as noted, the system of awards made no provision for championships, and the official report records only a "superior," i.e. second level, rating for her.

⁴ Pictures of the time show cattle judging in progress in a natural amphitheater, with spectators relaying on grassy slopes. It was a week of perfect weather.

A speaker beginning his talk at a club meeting advised: "My job, as I understand it, is to talk to you. Yours, as I understand it, is to listen. If you finish before I do, just hold up your hand."

* * * *

Work may not be as hard as it used to be, but it certainly is a lot more taxing.

Shorthorn Breeders Talk to Your Neighbourhood Cattlemen

By BERT PEPPER

The message is LOUD AND CLEAR — our existence and our livelihood are dependent on the acceptance of our cattle by the commercial cattle producer. His satisfaction with our breed is a must. The commercial cattlemen can only use our breed if they can produce a profitable product for them.

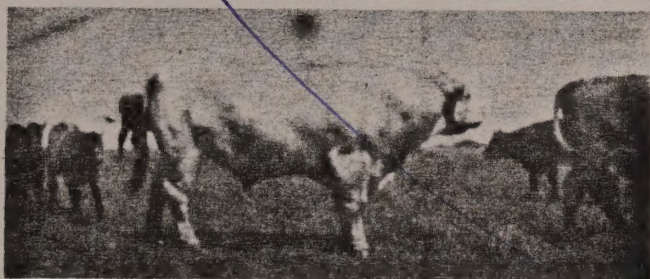
How do we find out what your Neighbour needs? Well the answer is rather obvious — go and ask him!

Some of our breeders say the commercial man doesn't know what he wants. But, we must attempt to satisfy this GREAT POTENTIAL BUYER, and if he tells us that our cattle are lacking in certain qualities, we better listen. Remember, while many of us are dealing in two's and three's, they are dealing in truck loads.

It seems rather futile to be sending cattle and promotion people to all corners of the globe, to sell our product, when there are so many untapped sources right at home. How many commercial producers do you know in your neighbourhood that could improve their production by using either Shorthorn females or Shorthorn Bulls. "Charity begins at Home", well then help your neighbour — sell him on Shorthorns. A friend of mine recently made a comment that I feel is worth repeating "There are a lot more Hereford cows to use a Shorthorn bull on, than there are Shorthorn cows to turn a Hereford bull with. The market is there — let's get it.

The expansion of our commercial market will not be easy. By selling honest cattle, at honest prices, honestly represented, and a lot of hard work, it can be done. Remember "You can't get along without good Neighbours", so sell them a good Shorthorn for a lasting friendship.

BULL POWER!!



G. B. KINNABER BIG BEN



GREEN BLUFF THOR 12th

Wouldn't you like to get in on some of it? Well, here is your chance!

G.B. Kinnaber Big Ben is by Weston Big Ben. He was our former herd sire and is now owned by Bob Rutherford of Holland, Manitoba.

Green Bluff Thor 12th is by Green Bluff Perfect Count and is pictured at 17 months old. He will be used along with a son of Mandalong Super Flag.

So, come out and give us a try, we know you'll like what we have to offer.

NORMAN BROWN, Hamiota, Manitoba

